



# News Release

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## **No Fooling! Sonic unveils low-calorie Diet Cherry Limeade**

*New Chicken Club Wrap and Carb Friendly Tortilla also featured in April*

(OKLAHOMA CITY) March 30, 2004 – This spring, Sonic Drive-In has options for health conscious consumers who long to have fun with their food and watch calories and carbs, too. In April, the wish of thousands of Sonic fans comes true when Sonic debuts a new Diet Cherry Limeade on drive-in menu boards across the country.

Sonic's new Diet Cherry Limeade is made with a low-calorie cherry potion specially made for Sonic by The Coca-Cola Company. For health conscious consumers a large Diet Cherry Limeade offers the same refreshing taste as the original Cherry Limeade but with only 33 calories and six net carbs.

“An enthusiastic and very loyal base of customers has frequently lobbied Sonic to create a diet version of our signature Cherry Limeade,” said Greg Haflich, vice president-marketing and brand development, Sonic Corp. “Menu variety and choice are at the core of the Sonic brand promise and we are always listening to customers and evaluating the marketplace. Sonic's new low-calorie Diet Cherry Limeade stays true to its namesake and delivers on the variety and choice promise.”

During April, Sonic is also featuring a new Chicken Club Wrap and a special Carb Friendly Tortilla. The Chicken Club Wrap features grilled chicken, cheese, bacon, tomato and lite Ranch dressing, and when wrapped in the new Carb Friendly Tortilla, has 18 net carbs.

The new Carb Friendly Tortilla has 15 net carbs and can also be ordered with the Breakfast Burrito or any Sonic Wrap.

“Right now, the attitudes and behavior of some consumer segments are changing, the carb-conscious movement is one example,” said Haflich. “Our objective is to continue to provide customers with the variety and choices they have come to expect at Sonic.”

Complete nutritional information for all Sonic products can be found at <http://www.sonicdrivein.com/menu/menu2.shtml>.

Sonic (NASDAQ/NM: SONC) originally started as a hamburger and root beer stand in 1953 in Shawnee, Okla., called Top Hat Drive-In, and then changed its name to Sonic in 1959. The first drive-in to adopt the Sonic name is still serving customers in Stillwater, Okla. Sonic now has more than 2,700 drive-ins in 30 states, and is the nation's largest chain of drive-in restaurants with more than a million customers eating at Sonic every day. For more information about Sonic Corp. and its subsidiaries, visit Sonic on the Internet at [www.sonicdrivein.com](http://www.sonicdrivein.com).

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